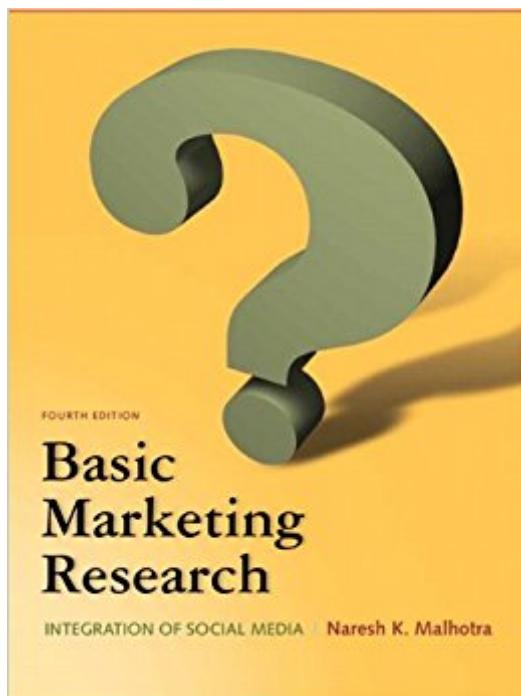


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Synopsis

Focusing on the interaction between marketing research decisions and marketing management decisions, Malhotra offers a highly contemporary review that enables readers to increase their SPSS and Excel skills.

Book Information

Hardcover: 672 pages

Publisher: Pearson; 4 edition (July 23, 2011)

Language: English

ISBN-10: 0132544482

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Product Dimensions: 8.7 x 1.3 x 10.9 inches

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